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# EXTENSION SERVICE REVIEW

Library, Agricultural Region,  
Soil Conservation Service,  
Albuquerque, New Mexico.

Vol. 9 - No. 3  
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## TODAY . . .

### COVER PAGE

The picture of a soil-conservation tour in Santa Cruz County, Calif., was taken by County Agent Henry L. Washburn, who is an artist with his miniature camera. He tells the story of extension work in his own county with just such dramatic and interesting pictures.

### A CALL TO SERVICE - - - - - 33

An editorial by Dr. C. B. Smith, calling all agents to a larger concept of extension work.

### THE NEW FARM ACT - - - - - 34

High points in the new act are explained by Reuben Brigham, Assistant Director of Extension Work.

### A DISCUSSION OF VARIOUS METHODS OF MAKING OUR FARM POLICY EFFECTIVE - - - - - 35

H. R. Tolley, Administrator, A. A. A., who ranks high in the research field of agricultural economics and at the same time has been close to the administrative problems of the agricultural program, takes time out to discuss methods of effectuating farm policy which have already been used and others which have been suggested.

### DEVELOP A RURAL PROGRAM - - - - - 37

Some constructive ideas on getting the facts and applying them in a State rural program by C. E. Brehm, Director of Extension, Tennessee.

### STILL GOING FORWARD - - - - - 38

Some high points in the silver anniversary celebration in New Jersey.

### BUILDING A SUCCESSFUL RADIO PROGRAM - - - - - 39

C. W. Ferguson, State club leader, Colorado, tells how he has developed some radio programs that "click."

### COOPERATION IS THE KEY WORD - - - - - 41

Fifteen years of county extension work as seen by a local citizen, William Murray, publisher, Knox County, Ind.

### FIGHTING THE WIND - - - - - 42

A picture page from the annual reports of county agents in the area of greatest wind erosion.

### TO LAY THE DUST - - - - - 43

A report of the emergency work done in the Great Plains area during the past 2 years.

### EDUCATION FOR RURAL YOUNG FOLK - - - - - 44

Loan funds in South Carolina help 4-H club members who want to go to college, says Jane Ketchan, extension specialist in marketing.

**EXTENSION SERVICE REVIEW** - - - - Published by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The Review is issued free by law to workers engaged in extension activities. Others obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 5 cents each, or by subscription at 50 cents a year, domestic, and 90 cents, foreign. Postage stamps not acceptable in payment.

#### EXTENSION SERVICE

C. W. WARBURTON, *Director*

REUBEN BRIGHAM, *Assistant Director*

C. B. SMITH, *Assistant Director*

## TOMORROW . . .

**RESEARCH.** Complex and pressing problems call for more research. What direction are these new studies taking? James T. Jardine, Chief of the Office of Experiment Stations and Director of Scientific Research in the Department of Agriculture, will discuss the trends in agricultural research.

**ALASKAN COLONY.** Director Lorin T. Oldroyd of Alaska tells of work in the Matanuska Colony and the progress which these new farmers are making in a fertile valley.

**ANNUAL MEETING.** The Colorado Association of Home Demonstration Clubs will report their annual meeting, review their year's work, and look at plans for the future.

**TRAVELING LIBRARY.** Elizabeth Williams, home demonstration agent in Cherokee County, S. C., will tell how her county council cooperated with other local organizations to bring a traveling library to their county.

**20 YEARS.** Otoe County, Nebr., has kept the same county agent, A. H. DeLong, for 20 years, and both seem pleased with the bargain, according to the report to be published in an early issue.

### On the Calendar

Eastern States Regional Conference, New York, N. Y., Mar. 3-5.

Intra-Regional Conference, Lansing, Mich., Mar. 3-5.

62d Annual Convention Texas Southwestern Cattle Raisers Association Inc., San Antonio, Tex., Mar. 8-10.

Intra-Regional Conference, Sioux City, Iowa, Mar. 10-12.

Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., Mar. 11-20.

Intra-Regional Conference, Davenport, Iowa, Mar. 14-16.

American Newspaper Publishers Association, New York, N. Y., Apr. 26-29.

Chamber of Commerce of the United States, Washington, D. C., May 2-5.

National 4-H Club Camp, Washington, D. C., June 16-22.

American Home Economics Association, Pittsburgh, Pa., June 28-July 1.

American Association of Agricultural College Editors, Norris, Tenn., July 11-15.

Triennial Meeting, Association of Country Women of the World, London, England, June 1939.

## A Call to Service

DR. C. B. SMITH  
Assistant Director of Extension Work

IF AGRICULTURE is to be helped to develop to its highest levels, it must be given assistance in the development of right national and State policies, right national and State laws, fundamental agricultural research, fundamental education, and stimulation of rural people to achieve. Extension must help, directly and indirectly, in every one of these five fields. This is a larger concept than we had of Extension when the Smith-Lever law was passed.

• • •

THE new order is here—the old order has not passed away but is being remade. Extension has been a help in bringing about a new outlook and in putting into effect new agricultural policies; but it has not begun to play the part it is capable of and should be playing.

• • •

EXTENSION is made up of 8,500 technically trained men and women, strategically placed in practically every county of the United States, Hawaii, Alaska, and Puerto Rico. This staff is aided by 483,000 volunteer farm men and women in practically every township everywhere. Extension agents have personal knowledge of the problems and conditions on at least 4,000,000 farms in this country. It has at its command the advice and counsel of farm men and women who *know* and who are today increasingly discussing agricultural affairs and policies. It is in position, as no

other rural organization is, to feel and know the rural pulse in every corner of this country. The men and women of its staff are daily growing in mental stature and business ability because they are dealing daily with great economic, social, and human problems of rural people and are dealing with the realities of life. Most of them are real statesmen.

• • •

WE HAVE come along together for a period of years now on the lower levels of Extension, because that is where the law under which we operate started and because we had to begin where we ourselves were and the people we served were. It is the way all great things start. As with Saint Paul, in our youth we thought as a youth, we saw dimly—we concerned ourselves with the immediate things needing attention. Under such stimulation as we have been able to bring them, farmers have grown. Extension forces have grown with them. We do not reach manhood overnight, but we are growing up to it.

• • •

WE HAVE come to see that in our work with rural people we must deal, not only with isolated parts, but we must also synthesize these parts into a related larger whole. We need to better correlate our work with that of our associates. We need to help the farmer with his larger problems of policy and State, to help the farm people to develop a background and philosophy of rural life. Extension, with its trained, experienced, trusted staff in every corner of the United States, in intimate contact with the best thinking in rural life, is in the most strategic position of any group in America to lead in helping to build a great agriculture, a great rural people, a great Nation.



# The New Farm Act

REUBEN BRIGHAM

Assistant Director of Extension Work

**I**N THE Agricultural Adjustment Act of 1938, agriculture has obtained new machinery designed to carry farm people further toward their constant objective of a satisfying country life, made possible by the maintenance of a fair, stable income and made secure by the protection of soil resources.

The act just passed includes definite recognition of the educational responsibilities of the Extension Service. Referenda on the marketing quotas for cotton and certain types of tobacco, immediately following the act's passage, provide the first test of how well and how rapidly farmers can put to use the strengthened farm program.

In hundreds of meetings, in news articles, in radio talks, and through thousands of personal contacts extension workers are endeavoring to help farmers make the new program clearly understood and democratically workable.

While the cotton and tobacco referenda present the immediate task, a systematic long-time educational effort by extension workers is called for. Protection of the soil from which he earns his income and protection of the income which he earns from the soil remain twin problems of vital importance to the farmer and the farm family. The Agricultural Adjustment Act of 1938 takes its place as part of the Nation's attempt to help the farmer meet those problems. Farmers look to the Cooperative Agricultural Extension Service to organize and to provide for bringing to them clear and complete information on this latest national effort in their behalf.

Our first task as extension workers in this undertaking is to understand thoroughly the provisions of the new Agricultural Adjustment Act of 1938. A summary of the principal provisions of the act follows:

**Purposes.**—The conservation of national soil resources and an adequate and balanced flow of agricultural commodities in interstate and foreign commerce.

**Relation to Agricultural Conservation Program.**—The new act amends, strengthens, and extends the Soil Conservation and Domestic Allotment Act. Payments or grants encouraging farmers to conserve and build soil fertility remain

a basic part of the program. The new act provides that payments may also be measured, at least in part, by the producer's equitable share of normal national production needed for domestic consumption and export. Thus "soil-depleting goals" may be set up within the framework of the new act's acreage allotments. The basic crops affected are wheat, corn, cotton, tobacco, and rice.

**Administration.**—The units will be local administrative areas within a county. Local and county committees now handling the agricultural conservation program need not be reconstituted for 1938. For the future, the new act provides that cooperating farmers in each local area shall elect annually three farmers as committeemen, and one delegate to a county convention. This county convention will elect a county committee of three farmers. This committee will select a secretary. Under the act, the county agent will be ex officio a member of the county committee without vote, regardless of whether he is selected to serve as its secretary. A State committee of three to five farmers, together with the State director of extension, as a member ex officio with the right to vote, will be appointed by the Secretary of Agriculture.

**Steps in Operation.**—1. Acreage allotments for cotton, corn, rice, and wheat may be made, very much as soil-depleting goals are provided in the 1938 agricultural conservation program. Acreage allotments are not made for tobacco, but marketing quotas for the various types, separately, may be proclaimed.

2. Marketing quotas may be proclaimed by the Secretary for tobacco, corn, wheat, cotton, or rice if estimates show the supply of any of these will probably be larger than is needed for normal domestic use, plus exports, plus a set reserve percentage. Each producer may then market his proportionate share, or farm marketing quota, without penalty, but a penalty of a set amount per pound or bushel must be paid on marketings over the quota.

3. A referendum of producers must be held within a short specified time after a marketing quota is proclaimed. Any

announced marketing quota does not remain in effect if more than one-third of the producers disapprove of it. If a quota is rejected, loans cannot be made on the crop in question—cotton, corn, wheat, or rice—until the following marketing year.

4. Loans on cotton, wheat, and corn are directed to be offered to cooperators under certain conditions of below-parity price or above-normal supply, and may be offered to producers of other commodities. When marketing quotas are in effect, loans would be offered also to noncooperators but at lower rates than to cooperators and only upon the excess above marketing quotas.

**Use of Soil-Conserving Crops.**—The act encourages use of soil-conserving and soil-building crops primarily for soil fertility but does not forbid their use for producing commodities used only on the farm. However, it does afford protection to the interests of established dairy and livestock producers against abnormal increases in production of such commodities for market.

**Small Producers and Tenants.**—Small producers' quotas may not be reduced below certain limits and are thus proportionately larger. Payments of less than \$200 are increased by a set scale, smaller payments being proportionately larger. Beginning with 1939, no person may receive a payment of more than \$10,000 in any one State. Landowners may not gain larger payments by removing tenants or sharecroppers. Payments may be assigned to secure advances but not to pay or secure past indebtedness.

**Crop Insurance.**—On wheat for 1939 harvest, premiums against unavoidable loss of yield may be paid either in wheat or cash equivalent under the new act. Premiums are to be fixed on average crop loss on the farm, and 50 to 75 percent of the usual yield may be covered.

**Parity Payments.**—If and insofar as funds are available, parity payments are directed to be made on cotton, rice, tobacco, corn, and wheat. Marketing quotas cannot apply to wheat for the 1938-39 marketing year unless parity payments are available for that crop.

**Other Provisions.**—The Secretary may seek freight-rate adjustments for farm products. Four regional research laboratories are authorized, with \$4,000,000 maximum annual allotment from appropriations for the act, to investigate and develop new uses for farm products. Another \$1,000,000 a year is allotted to the Secretary of Commerce to promote farm trade.



# A Discussion of Various Methods of Making Our Farm Policy Effective



"The democratic process requires an informed and understanding electorate which can grow almost solely through widespread education."

H. R. TOLLEY

Administrator  
Agricultural Adjustment  
Administration

**T**HREE objectives that seem to be finding a permanent place in national agricultural policy are: A fair share of the national income for agriculture, conservation of the Nation's soil resources, and more adequate and stable supplies of food and fiber for consumers.

A number of methods for reaching these goals have received serious consideration lately. Through thoughtful study of the methods available, those who have the responsibility for carrying out some of the agricultural programs can gain a much clearer understanding of their work. Ten methods of attaining these objectives of agricultural policy deserve particular attention.

**FIRST. Government payments to farmers.**—Payments have been used throughout the operating programs under the A. A. A. If the electorate has determined that the agricultural program should be carried out by the Government, and that payments to farmers should be used to do it, the payments are democratic. Likewise, if the agricultural program promotes the general welfare by keeping agricultural income more nearly in balance with the national economy, any assertion that the payments are uneconomic suffers invalidity before it is stated.

The point of view that farmers' payments are purely subsidies and, as such, are bad also ignores the fact that Government subsidies of nonfarming activities,

including subsidies in the form of tariffs and direct payments to great monopolistic industries, have become apparently a permanent part of our political system. So long as these subsidies are in fact retained, abstract arguments for their repeal have no bearing upon the justification for including payments as a part of the farm program.

If any subsidies are justifiable, there would appear to be ample justification for payments necessary to give agriculture a more nearly equitable share of the national income, and for payments necessary to offset the discriminatory advantages given by long-standing subsidies to nonagricultural industries.

To an important degree, however, these payments to farmers are not subsidies in the usual sense of the word. Instead, they are compensation or rewards to the farmers for doing things in the national interest which the farmers would be unable or less able to do alone.

## *Minimizes Distribution Costs*

**SECOND. Commodity loans to farmers of the type provided for in the new ever-normal granary legislation.**—Such loans are the basis for a technique of warehousing agricultural products at a time when they would not be absorbed in marketing channels for consumption. The warehousing function is performed in our system whether it is done through a governmental program or not. But public

credit to keep the commodities in the hands of farmers until marketing channels are prepared to transfer them to consumers for use prevents accumulated surpluses from completely upsetting prices and reducing agricultural incomes. Commodity loans can offer farmers an opportunity to benefit rather than suffer from high yields. It has been demonstrated by making such loans in the past that they minimize the costs paid by the ultimate consumer for marketing and warehousing.

**THIRD. Marketing agreements and orders.**—Marketing-agreement programs, carried on under the Agricultural Marketing Agreement Act of 1937, make available to farmers through a democratic process a method of attaining one of the objectives of the cooperative marketing movement. In the past, those who operated contrary to the policies of the association and remained on the outside often undermined the cooperative's program, because they were able to benefit more than those who were cooperating. The marketing-agreement programs make it possible for two-thirds of the producers of a commodity, in cooperation with handlers, to require marketings to meet the provisions of the program.

**FOURTH. Marketing quotas.**—Marketing quotas would place a top limit upon the quantity of a product—cotton, wheat, or corn—which might be marketed in one marketing period. Supposedly, the marketing quotas would be available for use only when supplies were substantially in excess of the quantities that would be consumed during the marketing period. With no technique for all farmers to withhold their excess commercial supplies, many have been forced in



the past by financial need to sell on a glutted market, lowering returns to all farmers and extending disrupting influences into the rest of the economy. With marketing quotas, farmers would presumably withhold unusable excesses, obtain Government loans on them, and at a later time when the supplies would be used, sell them at their own discretion. Through the Government loans available to them with the quotas, farmers would receive at the time they warehoused their excess production reasonable returns upon their commodities. Then bounteous yields would increase the possibility of economic well-being and usable, balanced abundance, instead of impelling price declines, injecting unbalance, and implanting seeds of general economic disorder, as has been the case too often in the past. The loan program and the marketing quota technique together for storable commodities imply an end to the dilemma of unsatisfied wants resulting from prosperity of agricultural yields and production.

#### *A Democratic Method*

Would a system of marketing quotas be an undemocratic method of helping to attain some of the objectives I have enumerated? It might be considered an undemocratic method if it were available for use without the sanction of society, without sufficient safeguards, or without reference to the existence of conditions so extreme that they apparently could not be met in any other way. Having granted that, then the problem is to condition the use of the quota system upon safeguards of such a nature as to insure to the greatest degree possible that the spirit of democracy is retained. I am assuming that the quotas would be put into operation only after a two-thirds vote in a referendum of the farmers who would be affected. To exempt those who did not favor putting quotas into effect would not seem to be fair to the large majority. Such exemption would allow the minority to nullify the efforts of the majority. The democratic nature of permitting a minority to have this effect on the majority certainly would be open to argument. The question also arises whether the quotas could be administered in a democratic way. Experience of the past few years gives reason to believe that this would be possible through the county and community committeemen elected by the farmers.

**FIFTH. Outright regulation.**—There are some phases of agricultural marketing in a democratic system that always require outright regulation. There is little ques-

tion that such regulations as those provided in the Commodity Exchange Act and the Packers and Stockyards Act are compatible with democracy.

**SIXTH. Crop insurance.**—Through crop insurance, individual risks of crop failure could be disseminated among the whole group of farmers participating in the plan. This method of increasing the income stability and security of tenure of the individual farmer would be voluntary and democratic.

**SEVENTH. Rehabilitation loans to farmers.**—Through these loans by the Farm Security Administration, worthy disadvantaged farm families can be enabled to reestablish their farm earning capacity. This surely is in keeping with the spirit of a democracy.

**EIGHTH. Soil-conservation-demonstration areas and legally constituted conservancy districts.**—Erosion can be retarded and minimized in local demonstration areas where productivity resources are being lost. Voluntary participation by farmers in these areas insures effective, democratic administration of the soil-erosion program. The conservancy district plan makes possible local control in meeting erosion problems.

**NINTH. Purchase of submarginal land.**—Some tracts of land owned by private individuals are at present contributing uneconomically to commodity surpluses, holding the farmers who operate them down to a low income level, and rapidly losing all traces of natural resources. Much of this land should be purchased by the Federal Government and agricultural production on it stopped. Much of it should go back into the original pasture and timber that covered it before it was cleared and cultivated.

#### *Educational Expansion Needed*

**TENTH. Expanded use of educational techniques.**—The democratic process requires an informed and understanding electorate which can grow almost solely through widespread education. To be worthy of the name, education must be dissemination of uncolored facts and principles. Some selection of the material for education is inevitable, but real education does not amount to selection of the solutions to the problems that exist; it amounts to stimulating the whole people to think for themselves, to participate actively in planning, and to select one of alternative programs according to their own uninfluenced and best thinking. The functions performed by the Extension Service, following these principles of education, have assumed a

place in our system that is unquestionably in keeping with democracy. A new stimulus has been given to education among experts as well as farmers by their experience with effective action programs for agriculture. Education is implied in each of the suggested methods for carrying out agricultural policy. The development of new techniques and expansion of the educational functions should be encouraged.

### **New Minnesota Director**



P. E. Miller.



F. W. Peck.

P. E. Miller has been appointed the new director of the Minnesota Agricultural Extension Service to succeed F. W. Peck who has resigned to become the president of the St. Paul Federal Land Bank. Director Miller has been superintendent of the West Central School and Experiment Station at Morris, Minn., since 1917 and had taught crops, soils and science there during the 6 years preceding. He is a native of Iowa and was graduated from Iowa State College where he also received the degree of master of agriculture in 1920. During 1934 Director Miller served as Minnesota director for the Federal Drought Relief Service.

Former Director Peck was associated with the University of Minnesota for 25 years. He was graduated from the Minnesota College of Agriculture in 1912 and served as a member of the university farm staff in farm management until 1919 when he came to the United States Department of Agriculture to take charge of the cost of production and farm organization studies under way there. He took the position of director of extension work in Minnesota in 1921 and has served in that capacity since then, with the exception of time spent in Washington as cooperative bank commissioner with the Farm Credit Administration from 1933 to 1935.



## Getting the Facts and Applying Them In the State to

# Develop a Rural Program

C. E. BREHM

Director of Extension  
Tennessee

**I**N GETTING the facts for a rural program, the Extension Service has three sources of information, the United States Department of Agriculture, the State agricultural college and experiment station, and the people farming in that State. A rural program, as I see it, is not an extension program, A. A. A. program, soil-conservation program, or farm-security program. The whole objective of the Department of Agriculture in all its branches is to make a contribution to the development of a rural program for the United States with adaptation to the regional and local areas. The A. A. A. is making payments for using lime or phosphate, or terracing, or sowing legumes, but that is just a segment of a program. The Farm Security Administration is making grants or loans to about 5,000 people in the low-income group in Tennessee, but that is not a program; that is just part of a program. The Extension Service must think in terms of a complete rural program which can use these various services having a constructive and important contribution to make to rural living.

### *Consider Local People*

A national program or policy for agriculture is not any good unless action is obtained from the 6½ million farmers in the United States, and that means that the subject must be adapted to the farmers in every particular rural community. In addition to the research activities of the Department and the experiment stations which extension workers have known hitherto, they must know the programs of the action agencies, what their objectives are, and how they plan to proceed.

Before information and facts can be applied to a definite area, the people living there, with the mass of experience they have accumulated through the years, must be known and considered. This is the third source of facts to be used in



The farmer knows more about his farm than anyone else does.

developing a rural program, and equally important. The people know more about their community and their farms than anyone else, and their knowledge should not be underestimated. The farmer knows that a certain field is wet and that it takes three mules to plow it instead of two; and then we sit around and wonder why he does not put that field in a certain crop and make the adjustment we think he ought to make. Maybe it takes too many mules to break it up. At any rate, he knows more about that particular farm than anybody else; he has to; he lives on it and works it. The people living in a community know more about their community and its potential possibilities of development than anyone else possibly can.

### *Rx. for Lagging Projects*

I remember, back in the early days of extension, when sometimes we would consider a lagging project very seriously to find out why people would not do certain things, why they would not adopt

certain practices. When we got to the bottom of it, we found that it was not because of ignorance; there was a reason for it. It might be one of tradition, custom, or lack of money; but there was always a reason. This reason must be a factor in any workable rural program for any State or community.

How can this fund of practical experience on the farm and in the farm home be tapped? How can the farmers' problems and the limiting conditions in the community be known? One good method is to study the farm- and home-management records. These bring in the analyses of the farm home and of the individual farm, and include an inventory of everything that is purchased and everything that is sold. Each one gives a picture of conditions on that particular farm or home. One of the best things that the new programs have brought is the discovery of how little we knew of the agriculture of our own States.

### *New Days, New Ways*

The biggest problem confronting the Extension Service now is not subject matter to teach but how to evolve effective teaching methods. In developing a rural program which is adapted to the various areas in Tennessee, we have tried a good many different approaches during the last 25 or 30 years. Many of them have not worked, and some of them have worked. Just because one procedure does not work the problem cannot be forgotten. Change is the one certain thing in life, and the Extension Service must not be afraid to try new methods. While not departing entirely from the old tried methods, but doing some research work in extension procedure and trying some new ideas, we shall at least have the experience whether or not the new ideas work. Extension teaching is a vital thing dealing with problems that confront people every day. Both the subject matter and the methods must be adapted to these problems day by day.

After as many of the facts as possible have been obtained from the three sources

*(Continued on page 46)*



# Still Going Forward

## New Jersey Commemorates 25 Years of Extension Work

**T**WENTY counties in New Jersey held a gala meeting December 15, 1937, to commemorate the establishment of the Extension Service just 25 years ago. One of the features was a special broadcast December 15 over station WOR, participated in by officials of the experiment station, the college of agriculture, and the Extension Service, which dramatized the high lights of extension history. Eighteen counties held special dinner meetings of the board of agriculture and invited guests, with the radio program forming part of the entertainment. Several newspapers put out special editions to commemorate the anniversary; the Extension Service issued an anniversary publication recording the State's progress in agriculture during the past 25 years; the Governor, Governor-elect, other public officials, the Farm Bureau, the Grange, and other farm organizations joined in making the celebration a memorable one.

Sussex County, the first in New Jersey to employ a county agent, held an anniversary meeting in connection with the regular annual meeting of the board of agriculture, with 409 former county extension agents, prominent farmers, businessmen, and others interested in the extension program present. H. W. Gilbertson, the first county agent in New Jersey, appointed in March 1912, called attention to the first annual report printed in June 1913, which proved the county to be forward looking. This old report read much as county extension programs read today, with the emphasis first on soil improvement; second, on more and better feed; with pastures, and boys' and girls' club work given prominence.

### *A Farmer Surveys*

#### *Some Significant Facts*

W. W. ELIOTT

*President, Sussex County, N. J., Board of Agriculture*

With the improvement of transportation and communication facilities we are more and more affected by conditions and events in other communities, other States, and other nations. These conditions and

events are and in the future very probably will affect us still more. It looks like a rather big order, but in the future the Sussex County farmer will be wise to look into conditions rather far afield before making his long-time plans. It was interesting to note that the program laid out by the first county agent would be a good one now. It is probably true that the general farm practices now are much nearer that program than they were then, which is a partial measure of the value of extension work.

At the time of the beginning of extension work in the county, farmers would not have believed that they would ever get direct Government help in improving their farms. But so it is today. As a matter of fact, extension work is Government help given in the way of education and advice. A great deal of money is spent by Federal and State experiment stations in developing new and better methods of farming which in the long run are worth more to farmers than any direct payments they may receive.

A more ready acceptance in this region and use of extension help is one of the greatest advances which our farmers have made in the past 25 years. Although it is true that we must contend with conditions far from our farms, our best hope for improved farm income depends on the way we operate our farms. At this time when we are looking back at things as they were it may be well to look ahead and try to see as clearly as possible the course we are taking from here.

Extension work in the future will probably be very much what farmers want it to be. Its best service is educational. It is what might be called out-of-doors education, and it would seem best that it should always be the center of all such education. A case in point is the agricultural conservation program. If its best features are educational, and we believe they are, it should always be headed up in the State and county by the extension workers.

During the period in which we are now interested, the whole country has become farm and farmer conscious, and by the same token it is necessary that farmers be conscious of the whole country. Farming is not the simple thing it used to be.

Farmers in the Wheat, Corn, and Cotton Belts are pressing for legislation and departmental rulings which will affect us very vitally. To make up our minds as to whether we approve or disapprove these measures and rulings is no small task, and yet, for our own safety, we should be able to do it intelligently.

Perhaps the most significant change which has taken place during the past 25 years is the realization that agriculture must adjust itself to other industries and to its various branches and regions.

### **Training Conservation Leaders**

Methods of soil conservation and the actual technique of applying these methods have been studied by 185 farmers attending training schools in 12 Missouri counties. These schools, sponsored by the Missouri Agricultural Extension Service, were conducted in Audrain, Caldwell, Polk, Hickory, Barton, Gasconade, Franklin, Andrew, Newton, Atchison, Lafayette, and Osage Counties.

The schools lasted from 1 to 4 days. Only a part of the study was carried on indoors by lectures. Field training provided actual experience for the farm leaders. They established demonstrations of contouring, strip cropping, terracing, liming, and gully control. In Gasconade County, those attending the school actually surveyed and constructed several hundred feet of broad-base terraces on one farm in the county. They also located, planned, and staked out a grassed waterway.

Reports from the counties which have participated in the schools indicated that the soil-conservation program in these counties has been advanced. Many of the trained leaders have established a complete conservation program on their own farms as well as giving valuable assistance to their neighbors.

Eighteen more counties have indicated that they will be interested in holding such schools in the near future. They are Barry, Cass, Cedar, Clinton, Cole, DeKalb, Jackson, Lawrence, Pettis, Ray, St. Charles, Vernon, Washington, Iron, Laclede, Henry, Putnam, and Jasper.



# Building a Successful Radio Program

## Realistic Pictures of 4-H Club Work Feature Colorado Achievement Program

C. W. FERGUSON

State Club Leader  
Colorado

THE question, "What kind of program do you like—straight talks, dialogs, plays, humorous sketches, or what?" is a perennial one for extension workers using the radio.

The first attempt that Colorado made to change from the straight-talk style of radio program was in 1934 in the annual national 4-H club achievement hour. That year, Colorado presented an imaginary railroad trip on the annual national 4-H club achievement radio program. Leaving the railroad station at Denver on that bright and beautiful crisp November morning, the mayor of the city of Denver, the ranger quartet, and the State club leader climbed aboard the train to visit several towns in the State and to meet some of the 4-H club members. It was a railroad trip, to be sure, as our listeners heard the conductor, who happened to be the announcer, call "aboard", then the ring of the locomotive bell, the starting of the train, and the sound as it gained speed and whistled for crossings. Away we went, but all the time we were in the studio with four walls and a good electrical transcription record of a train.

For the curtains in making our jumps from one town to another we used the music of the quartet or a talk from the

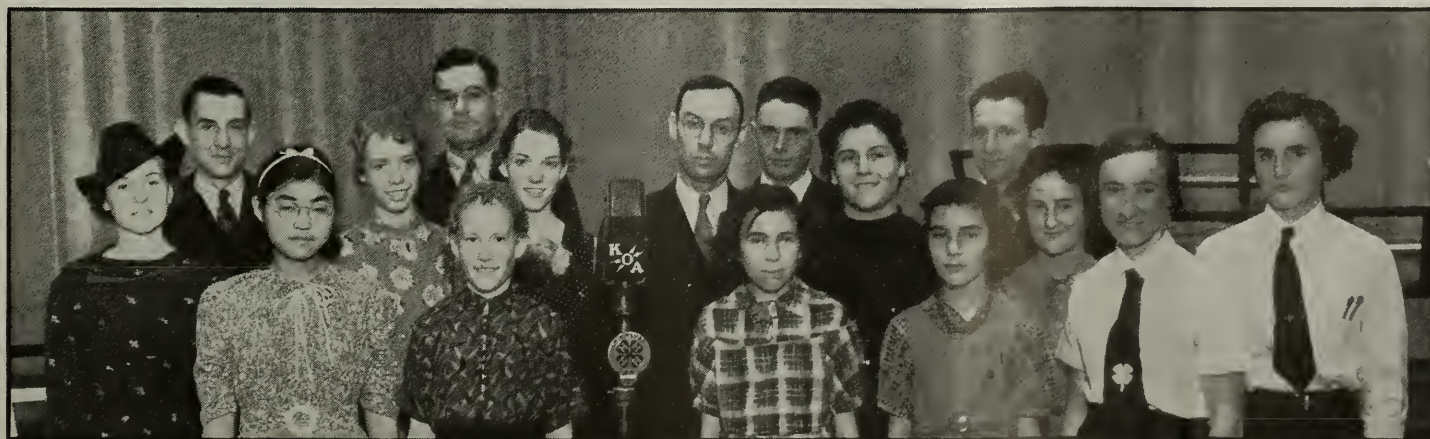
Our extension radio programs can be at once informative and interesting. Not *all* of our broadcasts lend themselves to this treatment, but Mr. Ferguson certainly has used it effectively. However, we should read well the last paragraph of his story. The script writer must indeed put his facts into true conversational style and translate ideas into the sphere of *action*. That "informality of staging" Mr. Ferguson mentions is even more than that. It is *reality*—reality that comes alive through hours of work by the performers as well as by the writer.—*Wallace L. Kaddery, Acting Chief, Radio Service, U. S. D. A.*

mayor with the low sound of the moving train and the whistling for crossings as a background. When we arrived at a town, and the conductor called out the name of the town with the familiar old sound of "Don't forget your parcels; this way out," we climbed out and happened to see a club member standing on the station platform who would tell us about his or her club work.

In 1935, a husking bee provided the setting. In order to prepare the radio audience for what was to follow, the scene in Farmer Glover's barn was described. "The old plank floor of the barn has been swept clean, and a large pile of corn in the husks is in the center of the floor. Hanging from the two-by-fours of the roof, directly over the pile of corn, is a kerosene lantern. Other lanterns have been hung with baling wire in different parts of the

barn. Over in one corner on a table are a keg of cider, glasses, and pitchers." After introducing the club members; the farmer; Dr. Glover, dean of veterinary medicine of the agricultural college; and Larimer County's champion fiddler, Dad Morton; and his accompanist, Mrs. Ben Foltz, who were to take part, we were ready to start the show. In the distance we could hear the chattering and laughing of the club members as they came to the 4-H club husking bee. They sat around the pile of corn, husking, and in an informal way carried on a conversation about their club experiences and achievements. A red ear was found; a boy yelled, and claimed the right to kiss any girl in the crowd. Then everybody danced a square dance to the tune of Dad's fiddle.

The program was built up with such



Colorado 4-H club members who broadcast the visit to the fair on the 1937 4-H achievement program.



enthusiasm that whenever the fiddler started playing, everybody would choose a partner, and an old-fashioned square dance would be held right in the studio. The enthusiasm was ejected out on the air to the audience so that they became enthusiastic. Many listeners afterwards asked the question: "Were you dancing?" The answer was yes, and they then stated: "We thought so; it sounded like it, and you must have been having a good time."

The audience caught the spirit. They enjoyed the program, and the club members had an opportunity to tell of their club experiences in an informal way.

### *Campfire in the Mountains*

Colorado is noted for her beautiful mountain scenery, her cowboys, cow ranches, sheep ranches, and, yes, sheep herders. So the scene for the radio program for November 1936 was laid out in the mountains. "The campfire has been built in a narrow valley along a stream between two ranges of mountains. It is dark, and a large moon is just peeking over the mountain on the other side of the valley. The campfire is blazing away and crackling from the pitch pine that the boys and girls have gathered. The club members have finished their supper and are sitting around visiting about their club work and having some music." After this setting was presented to the radio listeners, a boy singing cowboy songs and strumming a guitar was faded in. After the music, the young folks went on visiting about their club work. Later on in the story the sound of a horse's hoofs, the crackling of brush, and the snorting of a horse were heard. There rode into camp a man who had been out riding for cattle and was on his way home. He saw the fire and wondered who was there. The young folks invited him to get down from his horse and to have some supper. He did, and the visiting continued with the rancher about club work until it was time to put out the fire and go home.

In presenting this program a transcription record was used to get the sound of a fire burning, and some ordinary small sticks of wood and suction cups were used to give the sound of the horse coming into camp. The snorting of the horse was made by one of the radio station's employees who was taking the part of the rancher.

The large radio stations programmed by the National Broadcasting Co., have excellent libraries of sound effects, so it is very easy to build up a background or a setting for an interesting program.

The November 6, 1937, program was

staged around a State fair with all its music, ballyhoo, and glamour. This program included the largest group of club members and leaders actually taking part in any of the Colorado programs. Usually five or six people are used. This year 16 people were taking part besides the station announcer, the sound-effect man, the program director, and the technician.

The radio audience was invited to attend the State fair. "It is a grand, glorious morning, just the kind of weather for going to a State fair. Yes, before the day is over you will probably be buying peanuts and ice-cream cones and throwing balls at the dolls! Well—You will have a good time. So, wouldn't you like to be my guest this morning as our crowd goes to see the exhibits?" At this point a band was faded in for background. The announcer played the part of the ticket taker, and the group entered the fair grounds. After walking a short distance, we came up to the band and stopped to listen. At the conclusion of the music, a group of club members and their chaperon came up and, after the customary greetings, were invited to join us in seeing the exhibits. As we went down the midway we heard the barkers selling ice-cream cones and peanuts and others crying the wares of their concessions. The group arrived at the livestock barn where we heard the sound of cattle and horses. Here we met the State colt club champion who told about her horses. In order to make it realistic, the colt club member spoke to her mare with the familiar greetings, "Whoa, Blanche; get over." After spending a little time with the colt club champion, we journeyed over to the hog-and-sheep barn. As we left the horse barn we again met the band and stopped to listen. At the same time, the noise of livestock was heard dimly in the background.

When we came closer to the hog-and-sheep barn, the noise of the hogs grunting and squealing and the sheep bleating was faded in. While walking over toward the judging arena we saw the judge hand a club boy the championship ribbon on his litter of pigs. We went directly to congratulate him, and various members of the group asked him questions. In both spots here in the hog barn and also in the horse barn, the club members' county agent happened to come up, and he was introduced to the group and commented about his club members.

After leaving the hog barn and on our way to Camp Tobin, the 4-H club camp, to see the home-economics club exhibits, we visited along with the sound of the carnival, the band, the concession barkers all in the background. As we entered the

home-economics club exhibit building, these sounds faded out, and various girls started comments about the clothing, home-furnishing, and food exhibits. When we reached the place of the fifth-year foods exhibits—namely, entertaining at home, we had to call for an explanation from the foods champion who happened to be across the room visiting with some girls. After she had shown and explained her exhibit and questions had been asked, we started out of the building, and here was the band serenading the 4-H club members. By the time the band finished, the lady chaperon of the girls looked at her watch and noticed that it was time for the afternoon show to start over in front of the grandstand; so the group broke up with goodbyes and "Thanks for the good time" and "See you next year." The program then faded into band music with the customary closing announcement and station identification.

### *Comments of Listeners*

What were some of the unsolicited comments made by the radio listeners? "I didn't know the State fair was being held now"; "Why, I thought I was at the State fair"; "It gave me a restless feeling of wanting to attend"; "I recalled the time when I attended the State fair as a club chaperon from our county," and so the comments went on.

Writing and staging such a 4-H club radio program is very interesting.

I should like to call attention to a few fundamentals that we have learned in the 4 years. First, use imagination in writing the script, and use conversational or everyday language. Be informal in staging, and don't neglect to practice. The lack of rehearsing is so often the cause for a program falling flat. Have a copy of the script for each member and several for the radio station; use sound effects available at the station, and, most important of all, enlist the cooperation of the station manager and employees.

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**A**PPROXIMATELY 50,000 acres of land have been terraced in Tennessee. Both horse-drawn and power outfits have been used in the work. At the present time there are about 22 power outfits in operation in the State. This work has attracted such attention that at the recent special session of the Tennessee Legislature an act was passed authorizing county courts to underwrite the purchase of the terracing equipment whenever a certain number of the tax-paying farmers in the county have practiced terracing.





Henry S. Benson.

## Cooperation Is the Key Word

Fifteen years of county extension work under the direction of Agent Henry S. Benson, as seen and told by a local citizen, William Murray, publisher of *The News*, Bicknell, Knox County, Ind.

**B**ACKWARD and forward, now winning, now losing, but always headed in an upward direction, a farm-improvement army is bitterly meeting and is consistently conquering a changing world. Today's world is the same all over its surface in the single respect of its state of flux, its continuous restless change. That division of the army of agriculture which rests on its laurels for an instant may meet an unhappy fate. Those laurels are often worthless currency in a changing world. The firm foundation of success won yesterday is upended by a new set of facts in existence tomorrow.

Away down in southwestern Indiana is an agricultural county whose battlefield differs little in basic fact from any other farming county. Its high degree of success in meeting conditions with a constantly shifting intelligent attack is characteristic of the training and personality of its county agent, a former quarterback. Henry S. (Benny) Benson has been the field captain of Knox County's army of agriculture for 15 years. He has been its recruiting sergeant as well (just by way of thoroughly mixing a good metaphor). But he has not attempted at any time—and here the county's happy, continuous success lies—he has never tried to be the whole army. And, I may add, the same goes for Lowell G. Taylor, the hard-working, enthusiastic county 4-H club agent, who has been on the job 9 years, and for Helen Winslow, home demonstration agent, who is doing a highly capable job with the women of the county.

Knox County farmers do their own improvement work, provide their own extension cooperation, and do it thor-

oughly and with a deal of confidence in their coach. Not able to depend upon winning permanent "laurels," Knox County often seeks to do the next best thing and provide a new set of victories with each new "play."

Mr. Benson and his staff often hide behind a bland anonymity. Reporters never hear of anything they have done, but they see much of what the proper committees have done. Mr. Benson was asked to explain the continuity of extension growth recently and smilingly replied "cooperation." He was right, but the word expresses the result rather than the method.

Cooperation comes because a large number of individuals have a degree of confidence that other individuals will meet them halfway—and do. Behind the scenes, and before cooperation raised its pretty head, there was plenty of hard work to be done by more than one person.

*An example.*—In Knox County are two cities, each with the proper amount of local pride. They are close together like St. Paul and Minneapolis, or like Dallas and Fort Worth, with the same competitive result.

Knox County needed a financed, unified, organized, competitive farm-products show. The county seat was not interested in the expense and effort. After all [yawn] county fairs were out of style. Then the proper suggestion came from some "key person," and the smaller city and farming center got into action. After two annual fairs the county seat also started a rival play. Here was a swell chance for bad blood. Was it spilled? Not in Knox County. Now the farm city still has its county fair, and in December the larger city had its first annual indoor winter agricultural

show and short course. Competition becomes cooperation. Both communities join in the annual farm-progress banquet of from 500 to 700 persons. Pretty neat?

*Example 2.*—Crop-limitation programs lacked adequate farm descriptions. As elsewhere, these were supplied by farmer viewers. But it went on from there. The descriptions worked into excellent township maps; the maps were fine filling for an atlas packed with information; an "angel" was found to finance it; each bureau member got one free with his membership, and the total number of members jumped.

The examples are to show that thinking ahead, organization, and leadership are important in this county that we are holding under the microscope.

*Examples are manifold.*—They all point toward a common conclusion. Mr. Benson has said: "All projects that have been worked through the Knox County Farm Bureau are to organize the farmers of the county, by the farmers, to protect the farmers."

There is an intelligent central office staff and good leaders, but they do not try to do it all. They merely help the member in his activity, and the result is immediate and efficient achievement.

Mr. Benson directed the field work, and the county office compiled the data on A Soil Improvement Program that won the national award of a fertilizer association in 1930. It included location of a State test farm, organization for soil tests and surveys, education in selection of crops, and control of fertility in many ways. In a few words, it was complete, and its great success lay in full acceptance by the farmers.

The Knox County Farm Atlas (1937)

(Continued on page 43)



# Fighting The Wind

## 1935

*Dry winter—soil dry as powder—windy spring—air thick with dust day after day—Congress appropriates—Extension Service starts emergency listing—A. A. A., Soil Conservation Service, and other agencies fit into program.*



Abandoned—Gray County, Kans.



Baca County again—windy acres support a good cover crop—heads were harvested and stalks left to hold the soil.

Las Animas County, Colo.—349 farmers listed on the contour 44,700 acres to hold down the land.



Said County Agent Fred O. Case, Baca County, Colo., "April 14, 1935 witnessed worst dust storm of all time—3:30 p. m. as dark as darkest night—dust thick—difficult to breathe."

## 1938

*About 15,000,000 acres listed in 2 years. More than 3,000,000 acres in erosion-preventing crops. Extension continues education. A. A. A. restoration program inaugurated. Conservancy districts organized. Submarginal land purchased by Bureau of Agricultural Economics. Regional advisory committee begins third year of work on comprehensive program for southern Great Plains.*





# To Lay the Dust

**A**S A WHOLE, the area known as the dust bowl is in better shape than for the past two seasons," reports the regional advisory committee on land-use practices in the southern Great Plains area, which includes the five States of Colorado, New Mexico, Kansas, Oklahoma, and Texas. This committee, representing the Extension Service, Agricultural Adjustment Administration, Soil Conservation Service, Farm Credit Administration, Bureau of Agricultural Economics, Farm Security Administration, and the experiment stations, recently met to survey the work done in the area and to plan for the future.

The first intensive work in this area was begun in the early spring of 1936 when it became evident that wind erosion in the southern Great Plains area was going to be very much of a problem. A \$2,000,000 appropriation for emergency wind-erosion control was made available in the new Soil Conservation and Domestic Allotment Act signed by the President February 29, 1936. The Secretary of Agriculture allotted the money to the five States in proportion to their needs for wind-erosion control, and the Extension Service accepted responsibility for handling the details of the program.

Committees of farmers were appointed in each county where work was done to assist the county agent in the supervision of the program. The actual listing program started in the various States between March 20 and 28—less than 1 month after the bill providing the money was signed by the President. Reports from the five States indicate that, in carrying through the emergency wind-erosion-control program, the farmer committees and the farmers from various counties cooperated in a very fine way and that this has proved to be some of the most satisfactory work, of an emergency nature, carried on in these States. Work has been done in 112 counties during 1936 and 1937, with 15,828,456 acres protected during the 2 years of the emergency campaign. Of these acres, 51.8 percent were contour-listed. One hundred percent of the more than 2 million acres protected in New Mexico were contour-listed, and 86.6 percent of the more than 4 million acres in Texas were listed on the contour.

The benefits of the program are illustrated by results in Texas where at first

25 counties were included in the area to which grants were made for emergency work. In these counties approximately \$330,000 was paid to farmers in grants for control tillage. This program saved practically all the wheat that was harvested in the Panhandle that year. It also saved moisture that made possible cover crops and wheat sufficient to protect hundreds of thousands of acres that would have been a blow hazard in 1937. The effects of this work made emergency tillage measures necessary in only 14 counties in 1937 and on much smaller areas in these counties.

By having some of the money available at the very first of the 1937 blow season, it was more effective than twice the amount would have been several months later. By January 1 of that year surveys had been made by the county agents in each threatened county. Wind-erosion committees were organized, and control measures were begun on hazardous areas before blowing started. As the windy season progressed, small blow spots were treated as fast as they developed, preventing the spread of these areas. In a number of counties, cooperative community effort was organized. If one farm started blowing, everyone in that community concentrated all tractors and machinery on that farm, covering in a few hours an acreage that might have required days had the operator been working alone. Perhaps a neighboring farm would start blowing a few days later, when the same procedure would be followed.

Texas required that all emergency tillage be done on the contour, except on deep sandy soils, on small areas, and on bordering fields where contouring would have been impracticable. The work in 1936 demonstrated the value of contouring so effectively that there was little opposition the next year, and, as contour lines had been run on much of the hazardous areas before the blow season started, no delay was caused by the contouring requirement.

The major part of the wind-erosion emergency work of 1937 was taken over by the A. A. A. The emergency campaign fund was used, therefore, only on abandoned land and on such other areas as could not be reached under the A. A. A. program. Cooperating in A. A. A.

programs, 21,526 farmers listed 4,926,362 acres of which 1,915,544 were contour-listed. Erosion-preventing crops were seeded on 3,161,958 acres leaving more than 1 million acres on which erosion control was necessary.

Looking to the future, the committee recommends a sound long-time program making the best use of the various agencies available to facilitate the necessary adjustments. Among these agencies are: The A. A. A., through its restoration program and practice payments; the Farm Security Administration, through loans for farm operation, livestock purchase, and for long-term leases; the Soil Conservation Service, through aid for conservation practices; the Bureau of Agricultural Economics, through the land-purchase program; the Farm Credit Administration, through loans for land purchase and emergency loans; the Extension Service, through its educational program aimed to encourage desirable adjustments; and the coordinator, Roy I. Kimmel, through coordination of the programs of the different agencies.

The organization of soil-conservation districts and further work of the county planning committee to determine the best land use for each part of the Southern Great Plains Area are two local activities which will contribute to the bringing of this area back to stability and prosperity.

## Cooperation Is the Key Word

*(Continued from page 41)*

contains a page entitled "100 Facts About Versatile Knox County." Many of these facts are historical—it was there that the West was won by military strategy in the Revolutionary War. But Knox does not look back 150 years in a changing world. Most of those facts from the county agent's pen form a pertinent foundation for today's farm supremacy or records of its maintained leadership.

Just as pertinent is that other page, Fifteen Years of Farm Activities, a list of achievements by years, showing when the work was started and when completed by the organized farmers of Knox County.



## Education for Rural Young Folk

JANE KETCHAN

Extension Marketing Specialist  
South Carolina

COUNTY Councils of farm women and 4-H club work in South Carolina have raised \$17,943.17 for educational loan funds.

In 1917 the South Carolina Home Demonstration Extension Service, through the cooperation of Winthrop College, offered a short course to home demonstration clubwomen. Each county was invited to send two members from its home-demonstration clubs who had done outstanding work. The farm women were so enthusiastic and appreciative of this privilege that in 1918 the college increased the number of scholarships in order to send five women from each county. In June of 1918 225 women gathered at Winthrop College for a 10-day short course.

The State agent in her report of extension work for that year says: "As an expression of their appreciation, the delegates on their departure left funds in the bank for two 4-H club scholarships and expressed the desire for this to be continued from year to year. We now have two club girls holding these scholarships at Winthrop College." These scholarships were called the Johnson-Parrott scholarship and the Dora Dee Walker 4-H scholarship. Each year thereafter the women delegates to the State short course have made a yearly contribution toward this fund.

Records on file in the registrar's office at Winthrop College show that Katherine Jenkins, a Charleston County 4-H club girl, was given one of the scholarships and that she graduated in 1921. The other scholarship was given to Ella Boulware, a Chester County 4-H club girl who graduated in 1920. Other reports on file indicate that Katherine Jenkins returned to the college for the State short course for women and girls in June 1921 and directed recreation and physical training with 4-H club girls.

It was too great an effort for the delegates to maintain two loan funds, so, after the organization of the State Council of Farm Women in 1920, it was decided to combine the two funds, and

it is called today the Johnson-Walker loan fund. County councils in the various counties of the State are asked to make a yearly contribution of \$3 to this loan fund. Since 1918, 15 4-H club girls representing 13 counties have made use of this loan fund, and farm women through this channel have contributed \$2,149 to the Johnson-Walker scholarship loan fund.

Another State loan fund for 4-H club girls is one that is sponsored by the State 4-H club girls' department and is called the Palmetto State 4-H scholarship loan fund. This was started in 1930 by Mrs. Harriett F. Johnson, State 4-H club leader. Many, including the State 4-H girls' club department, have contributed to this fund a total of \$350. Three girls have obtained loans from this source.

Mrs. Harriet F. Johnson, 4-H girls' club leader, has established a scholarship loan of \$100. This fund originated from the sale of a song that she composed, entitled "The 4-H Clover and the Rose."

In addition to these State scholarship loan funds, the local county councils, seeing the great need for a fund from which rural girls could borrow, began county loan funds for 4-H club members. Insofar as can be learned, Spartanburg County started the first county loan fund in 1924. In 1926, Berkeley, Greenwood, Marlboro, Union, and York Counties began to raise funds for this purpose.

Today 42 of the State's 46 counties are raising money for 4-H scholarship loan funds. Forty-one of these counties named their loan fund for Marie Cromer, a school teacher and one of the first 4-H club local leaders. Chesterfield County named its fund for Mrs. Dora Dee Walker, the first home demonstration agent in South Carolina.

Berkeley County has raised \$500 as a loan fund for girls and has started on another \$500 in 1936 for boys. The loan fund for boys is called the D. W. Watkins loan fund in honor of the present director of extension work in South Carolina.

These 42 counties have raised to date a total of \$15,344.17. One hundred and five girls have borrowed funds from the various county councils. Of this number, 84 girls have gone to college, most of them for 4 years; 13 girls and 1 boy have obtained loans for commercial courses; 5 girls have completed courses in nursing; and 3 girls have taken courses in beauty culture.

What has been the attitude of the 4-H club girl in repaying the loan she has obtained from these funds? In most instances, she has shown her appreciation by repaying her loan. Most of these loans were made after 1928. Many of them finished their 4-year college course in 1932 when it was most difficult to find work, but they are planning to repay as soon as possible.

A home agent stated that during the depression one of her 4-H girls borrowed \$100 to finish out her last year in college. After finishing, she was unable to find the work that her college training had fitted her for, so she worked in a shirt factory at a small hourly wage and paid every cent that she had borrowed.

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## Wool-Marketing Meetings

In spite of stormy, cold, and sometimes subzero weather, the series of 15 wool-marketing meetings held November 29 to December 11 in 13 counties of North Dakota were attended by 1,002 persons, making an average attendance of 67. One meeting was held in each of the following counties: Cass, Dickey, Stutsman, Bowman, Dunn, McKenzie, Pierce, Pembina, Ramsey, Grand Forks, and Griggs. Two meetings were held in Towner and Cavalier Counties.

Perry V. Hemphill, extension agent in marketing of the Extension Service, North Dakota Agricultural College, Fargo, N. Dak., opened the discussion by summarizing the trends in sheep, cattle, and hog production in North Dakota and also pointed out that the question of marketing should be considered by the producer while the animals are being prepared for market, or even before production starts, and not merely at the time the livestock or livestock products are ready for market.

Dr. W. B. Stout, senior extension economist of the Federal Extension Service, Washington, D. C., continued the discussion by pointing out the many factors that influence the market for livestock, emphasizing the factors that help to determine the price for wool. He also discussed the long-time as well as the short-time outlook for wool.

James M. Coon, marketing specialist of the cooperative division of the Farm Credit Administration, discussed the marketing methods of the various types of cooperative wool-marketing organizations in the United States and other countries. He also gave a wool-grading demonstration in order that the many factors that determine the grade of wool might better be understood.



## Demonstrations and Field Days

### Tell the Seed Corn Story

A SERIES of 7 field days held in Minnesota during the latter part of September helped more than 1,000 farmers to get two things straight about hybrid corn: First, that good hybrids are decidedly superior to the best standard open-pollinated varieties, but, second, that all hybrids are not good, and that one must know the source of seed in order to avoid disappointment.

"Know your hybrid corn" was the slogan for these field days which climaxed a demonstration program launched last spring by the Minnesota Agricultural Experiment Station and carried through with the cooperation of the Minnesota Crop Improvement Association, eight leading seed companies, the Minnesota Agricultural Extension Service, and local farmers. Ralph F. Crim, agronomist of the experiment station and extension service and secretary of the Minnesota Crop Improvement Association, headed the project and officiated at the field days.

Eight farms, well scattered throughout central and southern Minnesota, were selected last spring to grow demonstration plots. In these regional trials were planted a grand total of 44 hybrid varieties supplied by the seed companies, 12 hybrids from the Minnesota and Wisconsin experiment stations, and 3 stand-



A field day meeting of Dr. H. K. Hayes, agronomist, and Carl Olstad, premier seed grower and master farmer.

ard open-pollinated varieties. Each plot was located in a farmer's field and was planted and cared for exactly like the farmer's regular crop, with no special thinning, weeding, or other attention.

Each plot had around 30 adapted hybrids and standard varieties from the foregoing list. Six replications of each variety used were made in each plot.

One west-central Minnesota plot was flooded out, but the other seven did very nicely and were the centers of interest for the respective field days. Each field-day program began at 1:30 p. m., and during the forenoon preceding, all the plots were harvested and the corn weighed and left in piles in the field for visitors to see. During the harvesting, which was carried on under Mr. Crim's direction, data were obtained on six points including stand, smut count, percentage and degree of lodging, length of ear shank, green weight of ears, and average height of plants.

Though the identity of the seed companies' hybrids was not revealed, the visitors had a splendid opportunity to observe the rather marked variations in most of the factors mentioned, as well as to study differences in maturity, official data on which will not be obtainable until samples sent to University Farm have been dried to a uniform moisture basis and reweighed. All this is being done, and then the experiment station will publish complete results on the trials, giving publicity to some of the more outstanding varieties tested.

Attendance at these field days ranged from 75 to 400, with well over a thousand total for the 7 meetings. Besides farmers, there was a generous sprinkling of county agents, high school agriculture teachers and their pupils, representatives from most of the seed companies, and visitors from Illinois, Iowa, South Dakota, Wisconsin, and other States.

### A Singing County

From county planning sprang the musical movement in Monroe County, Miss. How it started is told by Jewell Garland, specialist in rural women's organization for Mississippi. She writes: "We now have more than 100 community choruses singing throughout the State."

In November 1936, at a county program-planning meeting in Monroe County, Miss., was born an idea for a county chorus. The county program-planning committee voted to participate in the

State choral contest being sponsored by the State Home Demonstration Council. Mrs. Leona K. Vinson, a member of the Hamilton Community Home Demonstration Club, who was employed on the W. P. A. music project, became interested in the program and assisted the home demonstration agent in training community groups.

Ten clubs entered the county-wide choral program in 1937. Twenty-four of the best voices from the entire county were selected to represent the county in the State choral contest during farm and home week, July 1937. The chorus won first place and was asked to sing on a special evening program.

Mrs. Vinson and Katie Mae Dear, the county home demonstration agent, returned home inspired to improve rural music in the county. Ideas began to

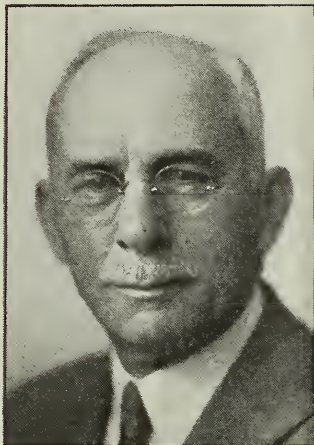
take root, and soon plans were under way for a county chorus of 100 voices. The immediate goal was a Christmas carol festival. On Sunday, December 19, this goal was realized. The program was given in the Baptist Church in Aberdeen, the county seat. Ten communities were represented in the 100-voice chorus. Six choral numbers, two instrumental, two quartets, and five congregational numbers made up the program. The church was packed to overflowing, the audience representing the entire county.

Each club was visited and trained in a separate group. There was no mass practice before the performance, but each group had been so well trained that the singing was in harmony and unison.

Plans are now under way for a spring music festival in Monroe County.



## C. P. Close Retires



Charles P. Close, senior extension horticulturist, retired officially on January 31 after a long and interesting career in horticulture. In appreciation of Mr. Close's service to extension work, Mu Chapter of Epsilon Sigma Phi presented him with a diamond-set key. For the last 27 years he has been associated with the Department of Agriculture, serving as extension horticulturist since 1917. During the 16 years prior to his employment by the Department he was engaged

in horticultural research and teaching at the Maryland Agricultural College and Experiment Station, the Delaware College and Experiment Station, the Utah Agricultural College, and the New York State Agricultural Experiment Station at Geneva, N. Y.

A native of Michigan, Mr. Close was graduated from the Michigan State College in 1895 and received the degree of master of science in horticulture from the same college in 1897. He has been active in professional organizations, having served for 20 years as secretary-treasurer of the American Society for Horticultural Science, of which he is a charter member. He is also a life member of the American Pomological Society, a charter member of the Northern Nut Growers' Association, a fellow of the American Association for the Advancement of Science, and a member of the American Genetic Association.

Having more time and fewer responsibilities, he is full of plans for the future, including a trip to Scotland for the International Horticultural Congress this year and a new car with which to visit the horticultural and other interesting things in this country. He also expects to spend many hours at home with his 2 acres of fruits, nuts, flowers, and vegetables.

them the type of farm program and home program and adjustments that should take place on that particular type of farming area. We get lots of suggestions, and the program undergoes some more refinement, more modification, and some more adjustment.

The program is now ready for presenting to the people for more adjustment and refining. As it stands, the program includes all that the Federal agencies, the experiment station, and the college know which would apply to the people's problems, and is adapted to the facts which the agents who live with them know of their wants and needs.

The county-planning idea is logical but we now have a multiplicity of local planning agencies all trying to find out what the farmer thinks of a program, when it is necessary to know what the farmers think, and what the problems are before they can adapt any program from any source to a particular area. It seems better that the county agent should be at the hub of one county program-planning agency which is representative of the leading men and women in that county, and that all agencies having to do with rural life should clear through that committee and fit themselves into the county program—a program which involves practically every phase of rural life in that county.

## Develop a Rural Program

*(Continued from page 37)*

of information, the next step in State program development is to analyze the State agriculture and to break it down into types of farming areas. There is no use trying to take a blanket State-wide program and adapt it to every place in the State, because it will not work. In Tennessee, we have certain distinct types of farming, such as the tobacco section with its relationship to dairying and other crops, the cotton section, or the Cumberland Plateau, all with well-defined types of farming. This applies to women's work as well as to agricultural activities, because topography, climate, and crop adaptation affect income, and the income affects the standard of living. Any program that is developed has to be in keeping with what nature has already fixed in that area.

The next step in the Tennessee plan is for the farm management specialists, other State specialists, and the district

agents to get together and determine as far as possible a program in its broad perspective, taking into account all the factors mentioned. They take each of the types of farming areas and chart out a sound, fundamental program, which is not a program for 1 year but for years in the future, and along with the Department of Agriculture involves the farm and home, the topography of the land, the climate, and the crop adaptation in that area. The demonstration work of each specialist is then to make his contribution in his own respective field to the development of that entire program for the area.

After the headquarters staff has considered tentatively the type of program for the 15 types of farming areas in the State, the next step is to call the county agents and home demonstration agents in each area together and get the point of view over to them and to discuss with

## Oregon Facilitates Professional Improvement

The liberalization of residence requirements for graduate work at the Oregon Agricultural College, effective January 1, 1938, should make it easier for county extension agents in that State to take advanced work.

The resident requirement as applied to work taken on the State college campus is modified to read "A minimum of 3 months which may be taken as a single term, or, if desirable, 1 month taken at the beginning of each of three terms." In the latter case, students will get the beginning of their course work on the campus and carry out the remainder of the work for which they are registered in that term at home under the supervision, by correspondence or otherwise, of their respective instructors.

In planning to study for a master's degree, it is suggested that the extension worker consult the vice director of extension as to a leave of absence that would not conflict with the county program of work and also as to the course to be followed for a degree.



# Soils Pamphlet

## Helps Iowa Farmers to Plan

IOWA farmers have been furnished with printed pamphlets entitled "Plan to Use Your Soil and Keep it Too," which represent a summary of the recommendations of county agricultural planning committees. Each county has a different pamphlet. The purpose of the leaflets is to determine how well the judgment of the county planning committee fits individual farms and to get suggestions from a large number of farmers to improve the recommendations of the committee. The pamphlets are financed by farm bureau funds and are used by county agents in community meetings. Special charts highlighting the recommendations embodied in these pamphlets are also used by county agents in community meetings.

The recommendations of the county agricultural planning committees were incorporated in the county extension programs for 1938 and are also being used in meetings conducted by the agricultural conservation associations. Every county has given major emphasis to the discussion of the soil-conservation district law and the farm-tenancy problem. Special questionnaires and discussion outlines have been prepared, and all available reference material has been provided for the use of the planning committees.

It has been suggested to the county



committees that farm women be added as regular members of the committee or as subcommittees to undertake special studies. It is especially desired that farm women be asked to participate in the meetings and hearings on the farm-tenancy question.

## Agricultural Leaders—4-H Trained

Leadership training, as it is given by 4-H club work, asserted itself in Delaware recently when each of the five officers elected by the Delaware Crop Improvement Association proved to be either a former 4-H club member still actively interested in the movement or an active member of a local club.

The Delaware Crop Improvement Association has been in existence for more than 30 years, and its membership includes many eminent farmers. It is unusual for so young a group of officers to be selected to lead this association.

One of the features of the annual exhibit of the association for many years

has been the 4-H corn-judging contest. It is interesting to note that each of the new officers participated in this contest, either this year, when one of the newly elected vice presidents was named State champion 4-H corn judge and another the 1937 4-H State champion, or in previous years.

Isaac Thomas of Kent County, who was elected president of the association, is a former club member who has retained a very active interest in the club movement by acting as local leader for one of the club groups. When Thomas was an active club member the farm land near his home at Marydel was said to be totally unsuited to corn production. At the suggestion of his county club agent, Helen Comstock (who is still county

club agent in Kent County), young Thomas, with her help, obtained some certified seed corn of the right variety and planted it. His success with this seed progressed like a fiction story, and, within a few years, many of the farmers near Marydel had started to use Thomas' seed. Today the Marydel area produces some of the best corn in Delaware.

C. E. McCauley, who was named secretary-treasurer of the Crop Improvement Association, is another former 4-H club member who now spends all his time working in the 4-H club movement. McCauley is State 4-H club agent at large, with headquarters at the University of Delaware Extension offices. It happens that he now is in charge of the annual judging contest in which he once participated.

Probably the most interesting thing about the recent election of officers of the association is the fact that two active club members were named county vice presidents. One of them, Emil Kielbasa, who is a freshman at the University of Delaware, and who was chosen vice president for Kent county, proved to be the best corn judge in the 1938 contest sponsored by the association. Young Kielbasa has been a consistent winner in 4-H club contests for several years.

Allen Willey, the 1937 State champion 4-H corn judge, was elected vice president for Sussex County. Willey, who is a student in the Greenwood High School, was second in the 1938 corn-judging contest and Sussex County champion. He is an active member of the Greenwood 4-H Club.

The third county vice president (Delaware has only three counties), Norman Dempsey from New Castle County, another former 4-H club member, is local leader for a 4-H club. He is also another who participated in the annual judging contests when he was an active club member.

## Farm Accounts

Farm accounts covering operations for 1936 were received from 508 unit-demonstration farmers in Georgia who are cooperating with the Extension Service and the Tennessee Valley Authority in the use of triple superphosphate in a program of better land use. These records were edited, summarized, and returned to the respective farmers, each of whom received an individual farm-business analysis sheet to assist in studying his own farm operations.



## Shelterbelt

The Prairie States forestry project reported that up to the end of the fiscal year the trees planted for shelterbelt purposes had a survival rate of 62.2 percent in the 2,605 miles of shelterbelt strips now growing as the result of planting over a period of 3 years.

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## A 4-H Record

One hundred percent completion of its projects for the past 4 years is the record of the Eagle Lake 4-H Club, Bradley County, Ark., under the leadership of Chloe Harrod and Johnnie Harrod. The 38 boys and girls who at present belong to the club include everyone of club age who lives in that community, according to Jenny Betts, home demonstration agent.

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## Maps Farm Soil

First in Michigan to complete a 4-H club project in farm-soil mapping is Elmer Christenson, Fremont, who has led the way in finding that knowledge of scientific farming pays from the soil up. He spent all his available extra hours last summer mapping 13 fields which total 160 acres. He became one of the best amateur soil-map makers that Michigan State College specialists have ever found.

Through cooperation with the county agricultural agent and with members of the soil-conservation department of the college, the boy set up maps showing lime requirements of each field, made an erosion-survey map, a soil-type map, and a base map of the farm. Each one shows accurate outlines, fence lines, and measured areas differing within fields.

He found that lime requirements range from none on six fields to a demand for 20 tons of marl for field No. 5 containing 9.4 acres. He set down 1936 and 1937 crop yields of the various fields so that results of future cropping and management changes can be measured.

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## Rural-Youth Standards

Many of the more than 6,000 members of rural-youth groups in 78 Illinois counties have adopted a set of seven hard-to-keep New Year's resolutions in the form of standards for success in living, accord-

ing to G. S. Randall and Cleo Fitzsimmons, State extension specialists in junior club work.

Activities which maintain good health head the list of standards established by rural-youth members at a recent State-wide conference at the agricultural college. The other standards listed as requirements for successful living are a desirable personality, adequate knowledge, a job that is satisfying, a definite purpose in life, a religious attitude, and participation in wholesome recreation.

## AMONG OURSELVES

MRS. MERNICE MURPHY, formerly extension editor in Arizona, leaves extension ranks to accept the position of secretary of the information service for the Arizona Board of Social Securities and Welfare at Phoenix. Mrs. Shiela Journey, formerly her assistant, will act in the capacity of extension editor.

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ETHEL McDONALD, formerly home demonstration agent in San Joaquin County, Calif., has gone to Alaska as home demonstration leader. Miss McDonald is a native of North Carolina and a graduate of Kansas State College where she has also taken some postgraduate work. She entered the Extension Service in November 1917, doing war work in North Carolina. After 6 months she went to France, working with the Salvation Army on war work. Returning to the United States, she went back to home demonstration work as agent in Meade County, Kans., and has since that time served in Kansas, Michigan, and California.

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RECENT APPOINTMENTS on State extension staffs include Earl Lee Arnold as extension agricultural engineer in Arkansas; Allen T. Blackledge, assistant in program planning in Indiana; D. A. MacArthur, Jr., assistant extension landscape architect in Iowa; James W. Benner as assistant extension animal husbandry specialist in New Mexico; Israel P. Blausser as extension agricultural engineer in Ohio; and Lee Allen Toney as Negro State leader in West Virginia.

## Banner Year

In Illinois, 1937 was a record year in 4-H club work with an enrollment of 32,000 boys and girls carrying out agricultural and home-economics projects. This work has been carried on through 2,291 local clubs distributed through all the counties of the State.

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## More Agents in North Dakota

During 1937, four new counties in North Dakota have employed home demonstration agents, making 11 counties in all. Twenty-eight new counties have added full-time county agricultural agents and are, therefore, receiving some aid for homemakers' clubs through presentation by home-economics specialists of a major project in each such county.

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## Country Women of the World

A report of the proceedings of the third triennial conference of the Associated Country Women of the World, held in Washington in June 1936, is now available. The publication may be obtained by sending 50 cents to the Superintendent of Documents, Government Printing Office, Washington, D. C., and a request for "State Department Publication No. 1092, Proceedings of the Third Triennial Conference of the Associated Country Women of the World." The next triennial conference is now definitely set for the week of June 5, 1939, and is to be held in London.

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## Extension Train

An outstanding accomplishment of the Georgia Extension Service during the past year was a livestock-development special train operated for 2 weeks through 20 south Georgia counties. The train carried exhibits depicting approved methods of producing hogs, beef and dairy cattle, poultry, and the various farm crops, as well as an exhibit on forestry. Approximately 28,000 people visited the train in the 24 cities at which it stopped for half a day. It is believed that this project was most worth while from the standpoint of showing how livestock can and should fit into a well-rounded system of farming.





# My Point of View

## The 4-H Demonstration Team

One of the most effective methods of teaching improved farm practices is through 4-H club demonstration teams. Scientific information seems to be thoroughly appreciated when presented well by 4-H club members through an illustrated demonstration. To see children who are well trained appear before an adult audience and demonstrate a farm practice in a simple, clear way is very acceptable.

This was strikingly brought home recently when the Chualar 4-H club boys of Monterey County, Calif., presented a pig-feeding demonstration to their community. More than 300 persons came to this club function which was in the form of an achievement-day program.

These boys not only told how and why hogs should be fed a certain way but also actually demonstrated the mixing and feeding of a well-balanced, economical, and palatable ration. In addition to the feeds, they used printed, illustrated material to tell a complete story on feeding hogs.

One man who raises many hogs said after this meeting that it was the first time he had fully understood how to feed hogs scientifically. This same farmer had heard lectures by college professors and county agents on this subject, but the way these club boys presented the information seemed to impress him more effectively.

4-H club demonstration teams should be used more often in teaching better farming practices.—*Reuben Albaugh, assistant county agent, Monterey County, Calif.*

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## Better Use of Electricity

We have just completed a most successful series of six meetings in cooperation with the field staff of the Rural Electrification Administration. Approximately 150 people who now have electric current or are expecting to have it soon attended each of the meetings and showed a great deal of interest in the display of electric

appliances and in the demonstrations put on by Mr. Moulton, Mrs. Bohannon, and Mr. Prickett of the utilization division of R. E. A.

We plan to continue the educational program on rural electrification in the Shenandoah Valley, as we know that it must go hand in hand with the advent of electricity. We feel that this activity is one of great importance to our farm people and that it is very much worth a county extension agent's time to take advantage of the help offered through the R. E. A. in connection with both agriculture and home-improvement work.—*S. M. Cox, county agricultural agent, Rockingham County, Va.*

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## Conservation Secures Farming

Security for the farmer must be planned on a long-time basis. The extension agent must build the right kind of county program with the help of the largest number of county people—a program affording stability for the county's agriculture through safe farming plans for the farms and ranches and which will assure a good standard of living for the farm family.

There are many methods and practices for handling farm and range land in such a way as to maintain and increase its income-producing ability. The success of farming set-ups depends largely upon managerial ability and the efficient use of land, labor, and capital. From the standpoint of the extension program, the stabilization and maintenance of a satisfactory income for the farm families which will assure a good standard of living is most desirable, and extension work aims to carry out such a program.

Wrong practices that have been used, and are still being followed, must be replaced by right farming methods and the right type of farming enterprise for a particular area. The basic principle of assisting farmers and ranchers to follow sounder and more efficient methods than have been followed in the past will remain the basic principle of extension work. This would include those things that the farmer can do through better seed, improved cultural practices, better livestock, control of weeds and rodents, and conservative practices.

During the last few years a new idea has taken hold—the idea that farmers

should strive not just to make farming pay, but to make it pay and to conserve the land at the same time. The agricultural conservation program, which has been developed by the Agricultural Adjustment Administration, is recognized as the most effective device available to encourage the adoption of proper land use, methods of preventing erosion, and methods of maintaining soil fertility.

The principle of the agricultural conservation program is to provide for farmers enough income to enable them to follow soil-conservation practices on their farms. It is the aim of the extension agent to encourage and help each farmer to do those things on his own farm or ranch that will bring about the most profitable results.—*Paul W. Brown, county agricultural agent, Eagle County, Colo.*

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## Organized Action

While the year 1937 has been a busy one for county agents, and there have been just as many different things to do as in the previous 3 years, the work has taken on a more stable aspect, and agents no longer have that harried, overworked feeling that they once had.

County agents have their work better organized and systematized. They have their offices better organized with responsibility delegated to clerks or stenographers; they have their offices better arranged so that callers may be handled with dispatch. They are putting more responsibility on committeemen of the agricultural conservation organization. They are getting rid of extra work that did not especially concern their offices but that they formerly carried out as progressive citizens of the community. They are requiring more work of 4-H club leaders and women leaders in home-economics projects. They are giving more of their time to field and less to office work. They have learned to combine communities so that fewer meetings need to be held in putting over any piece of educational work. The results of all these things are that agents are getting more work done; they are doing it with less expenditure of time and effort; they are building up a reputation as business managers whom the farmers can depend on to serve their interests well.—*F. P. Lane, county agent leader, Wyoming.*



# OUR NATIONAL PARKS

THE NATIONAL PARK SERVICE conserves and is developing more than 17,086,671 acres of scenic grandeur and historic importance. Through its educational programs and recreational facilities it is interpreting them to the American people, whose heritage they are.

Fifteen million people visited the 142 areas of the national park and monument system in 1937, many of them taking part in the snow sports of the West. More than 4½ million profited from the educational programs conducted by ranger naturalists and historians around the camp fire or in park museums.

International amity was promoted by the cooperation of Mexico and the United States in establishing wildlife sanctuaries along the border. Steps are also being taken toward the creation of an international peace park which will include the Big Bend region of Texas and the adjacent lands across the Rio Grande.



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